

IN THE CLAIMS:

Please amend Claim 1 as follows.

1. (Currently Amended) A video display apparatus comprising:

a display panel;

a converting circuit for executing nonlinear conversion for an input video signal to output a converted video signal;

a display brightness featured value detecting circuit for detecting a display brightness featured value indicating a brightness of a display screen;

an adjustment circuit for adjusting the converted video signal on the basis of said display brightness featured value to output an adjusted video signal; and

a superimposing circuit for superimposing a signal for displaying textual information or an icon on the adjusted video signal to output a superimposed video signal to the display panel,

wherein said display brightness featured value detecting circuit receives the superimposed video signal output from said superimposing circuit and calculates the display brightness featured value from the superimposed video signal in which textual information or an icon is superimposed thereon, and

the adjustment circuit adjusts such that the converted video signal ~~is adjusted~~ based on the calculated display brightness featured value ~~and~~ such that the textual information or the icon is not adjusted based on the calculated display brightness featured value, and

wherein an image is displayed on the basis of the superimposed video signal output from said superimposing circuit.

2. (Previously Presented) A video display apparatus as defined in claim 1, wherein said adjustment circuit is an adjustment circuit for adjusting the converted video signal on the basis of a plurality of display brightness featured values which are sequentially detected.

3. (Previously Presented) A video display apparatus as defined in claim 1, wherein said adjustment circuit is also an adjustment circuit for adjusting the converted video signal on the basis of a brightness control value relating to an adjustment of image quality.

4. (Previously Presented) A video display apparatus as defined in claim 1, wherein said display brightness featured value is an average value of display signals for a predetermined period.

5. (Previously Presented) A video display apparatus as defined in claim 1, wherein said display brightness featured value is the number of signals of the display signals for a predetermined period which have a greater value than a predetermined value.

6. (Previously Presented) A video display apparatus as defined in claim 1, wherein said display brightness featured value is a sum or average value of display signals for each color for a predetermined period.

7. (Previously Presented) A video display apparatus as defined in claim 1, wherein said display brightness featured value is an average value of brightness components of display signals for a predetermined period.

8. (Previously Presented) A video display apparatus as defined in claim 1, wherein said display brightness featured value is a statistical value of display signals in a specific area of one display screen.

9. (Previously Presented) A video display apparatus as defined in claim 1, wherein pixels of said video display apparatus are constructed of display elements arranged in matrix.

10. (Cancelled)